

**Attention Sports/News/Entertainment/Business Editors:**

## **CBC'S HOCKEY NIGHT IN CANADA to introduce \$100,000 search for new theme song**

National songwriting contest open to all Canadians

TORONTO, June 6 /CNW/ - After more than 13 months of negotiations, CBC is saddened to announce that a deal has not been reached with the rights holders for an extension of "The Hockey Theme" - CBC'S HOCKEY NIGHT IN CANADA theme song.

"We share with all Canadians the disappointment of this news, as we feel as strongly about the theme as they do," said Scott Moore, executive director of CBC Sports. "We are proud of the association with the former theme song and

are saddened that we were unable to reach a deal, especially when we presented

an offer which we believe was not substantively different from what the rights

holders had proposed to us. We love the song and know this is a huge disappointment for us and for millions of Canadians. As of today, CBC Sports is moving forward with our plan to have the Canadian public compose the new Hockey Night in Canada theme song."

CBC, in conjunction with leading music producers Nettwerk Music Group, will conduct a nationwide search, inviting Canadians to write and record an original song for CBC'S HOCKEY NIGHT IN CANADA. Then, in a debate that is certain to dominate conversations throughout the country, fans and a jury of experts will choose the best new composition. CBC will offer \$100,000 for the winning song, which will then become the new "official theme song" of CBC'S HOCKEY NIGHT IN CANADA and will be heard in every broadcast. A portion of the new theme song's royalties will be donated to minor hockey in Canada. Details surrounding the contest will be announced next week.

"This contest will generate passionate interest among Canadians," said Moore. "The winning theme promises to be an anthem for a whole new generation to kick off our coverage every Saturday night and beyond."

This is not the first time CBC'S HOCKEY NIGHT IN CANADA has introduced a new theme song. Since the show's debut in 1952, numerous pieces of music have been used to welcome viewers to hockey on Saturday nights. The program's most recent theme, "The Hockey Theme," made its debut on CBC'S HOCKEY NIGHT IN CANADA during the 1968 season.

"It will be amazing to hear how Canada's musical artists will interpret the show and to follow the contest through which the new song will be selected," Moore continued. "We'll have more details on the new contest next week."

About CBC'S HOCKEY NIGHT IN CANADA

CBC'S HOCKEY NIGHT IN CANADA has been a national institution since 1952. Now entering its 56th season on CBC TV, it remains the most popular weekly sports program on Canada, averaging more than a million viewers every Saturday night.

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